

WEST SIDE INFORMER

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The Great Pumpkin

Pumpkins are one of the most recognizable symbols of Halloween and the fall season. Whether it's Jack-o'-lanterns or pumpkin spiced lattes (made with real pumpkin starting this year), the Great Pumpkin is a staple of autumn. The explosion of the pumpkins popularity in the last few years is evident with its prominence on store shelves in products other than traditional pie filling such as "coffee creamer, dog food [who knew!?], yogurt, baking mixes, milk, and ice cream" to name a few, which 37% of U.S. consumers purchased last year (Investor's Business, 2015, p. A02). With the pumpkin craze in full swing it would seem that pumpkin sales would be better than ever. However, 2014 marked the lowest in value of production for pumpkins in the last three years at \$145 million and that's with a 17 % increase in production (USDA, 2015, p. 38). Only time will tell if everyone's favorite amber squash will make a big comeback in 2015 or if the price of the pumpkin will continue to fall.

Source: Investor's Business, D. (2015). Prepare for the Great Pumpkin. *Investors Business Daily*. p. A02. Retrieved from Business Source Complete.

Source: USDA (2015). Vegetables 2014 Summary. *National Agricultural Statistics Service*. p.38. Retrieved from <http://usda.mannlib.cornell.edu/>.

Midterm Stress Relief Tips

With midterms lurking right around the corner, it's important to manage the stress that is sure to encroach upon your study time. Here are a few tips to help you cope with the mounting pressure.

Take a walk/bike ride- Walking/biking has been shown to boost memory, critical thinking skills and creativity.

Get plenty of rest- Sleep deprivation is known to impact attention and limit short-term memory. Take study breaks!
Treat yourself! - Finished a project? Tackled one of your midterms? Had a great study day? Treat yourself to something you love, be it dessert, a movie, or a nap!

Source: Hanzalik, B. (2015). Best ways to fight inevitable midterm stress. *The Daily Californian*. Retrieved from <http://www.dailycal.org/>.

Halloween Stocks

Every year as October nears some major corporations get ready for one of their biggest retail seasons. It's no secret that Halloween sells big, but the top companies whose stocks you should definitely be paying attention to during this spooky spell might surprise you. The top three consistent Halloween stock frontrunners comprise of:

The Hershey Company (NYSE: HSY): No real surprise here as the candy company makes some of the best edibles of the season.

Wal-Mart Stores (NYSE: WMT): The world's largest retailer doesn't back down even during the holiday season selling everything from costumes to candy.

Boston Beer (NYSE: SAM): This surprise contender produces Samuel Adams beer, whose pumpkin ale and other seasonal varieties make it the alcoholic beverage of choice for many consumers during the autumn season.

Source: Fink, J. (2010). Top Halloween Stocks. *Capitol Information Group*. Retrieved from <http://www.investingdaily.com/>



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